Joy

Versatile Writer | SEO, SaaS & UX Copy

RooCruit
Cape Town, South Africa

PROFESSIONAL SUMMARY

A versatile and highly skilled Content Writer with extensive experience in SEO, SaaS, and UX copywriting for both B2B and B2C markets. With a background in Media & Writing, I specialize in creating compelling copy that boosts search engine rankings and drives conversions. A native English speaker with a proven track record of interpreting complex briefs to deliver clear, engaging, and layout-optimized digital content.

KEY SKILLS

- SEO Digital Copywriting
- UX & UI Copywriting
- B2B & B2C Content Strategy
- SaaS Content Marketing
- HTML & CSS (Layout Design)
- WordPress Management
- Email Marketing Copy
- Landing Page Optimization

PROFESSIONAL EXPERIENCE

SEO Digital Copywriter **Feb 2023 – Present**

Global Educational Resources Provider

- Writing SEO-optimized content encompassing a diverse range of formats for the US domain.
- Developing high-ranking digital materials tailored for specific educational demographics.

SEO Copywriter **2021 – 2022**

International Content Marketing & SEO Agency

- Authoring high-conversion SEO landing pages for diverse global clients.
- Optimizing web content to improve organic search visibility and user retention.

Content Writer **2021**

South African Tourism & Arts Platform

- Executed a short-term project writing promotional events and tourism-related posts for the mobile application.
- Produced press release articles featured on national tourism board platforms.

Copywriter **2017 – 2020**

E-commerce & Dropshipping Software Company

- Collaborated with internal partners to interpret project briefs and develop relevant B2B and B2C content.
- Created clear UX copy for each stage of the user registration process to improve conversion rates.
- Set up and managed the official help center site using WordPress.
- Wrote website and email marketing copy, utilizing CSS and HTML to improve layout and visual presentation.

Intern Content Writer **2013 – 2014**

Luxury Fashion & Lifestyle Retailer

- Wrote blog posts focusing on aspiring fashion designers and artists in South Africa.
- Liaised with local influencers to feature on the digital platform.
- Assisted in the execution of promotional events.

Intern Content Writer **2013**

Boutique Travel & Tourism Agency

EDUCATION

B.A. Media & Writing

University of Cape Town, South Africa

LANGUAGES

- English (Native)

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